

W.O.W.

WAC ON WELLNESS

HOW TO BE A GOAL DIGGER

Goal setting is part of our natural human drive, and is crucial to our personal development and professional success. It can be a very daunting and exhausting task to set goals if you don't understand why we are always told to make them "specific, attainable, and measurable" and then figure out how to track them. Here is the quick science behind why these aspects of goal setting are so beneficial.

The Dopamine Addiction

- Our bodies produce a hormone called dopamine which is responsible for the feeling you get when you find something you are looking for or accomplish something.
- Dopamine is highly addictive and is experienced by gambling addicts at the casino.
- Using dopamine to our advantage, we can cross things off of our to-do list (no matter how big or small) to produce a "surge" of dopamine. Get addicted to reaching your goals!

The Caveman Connection

- Back when we used to hunt and gather our food, we used dopamine to help us do that. A hunter's goal was to find food, but if he did not know what he was looking for, he could not find it. He would continually roam and he would fail. However, if he knew he was looking for the berry bush, he would be able to measure if he was getting closer or not. As soon as he got there, his mission was accomplished and he received a hit of dopamine. This is why goals like "exercise more," or "sell more," or "eat better," don't work. There are no berries to grab! You need to have goals you are able to measure in order to assess your progress. Otherwise, what's the point?



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